TO: All Region Operations Managers

FROM: F. E. Cook

DATE: June 26, 1997

SUBJECT: SALEM Tear Tape Product - Second Drive Period Program Details

In reference to FSC-71-A, the following outlines the program details and timetables for the September/October (second drive period) SALEM 30¢ Tear Tape Program.

G:/Drive Spreadsheets

- To ensure product entries are properly managed at the region level, a spreadsheet has been developed for each region which consists of an entire list of direct accounts within each sales area. This will ensure that direct accounts that service retail accounts within your region are covered. Spreadsheet includes the following:

  - Region #
  - SIS Account #
  - Account Name, City, State
  - Public Warehouse # supplying each direct account
  - The four SALEM brand styles (FF 85, FF 100, Lts and Lts 100s) and the case UPC #
  - A total carton column by direct account
  - A total carton column by brand style

- Access path - Excel, G:/Drive, Sales, Areas, Area 1,2,5 or 6, SALEM TT, Region # TT2

Product Entries

- Per your recommendations, you now have the ability to enter product needs based on sales for all four brand styles vs. an equal 25% split. This should reduce the potential back log of the two 100 styles. Each region will need to enter the total number of cartons needed for each brand style for one (1) month by direct account.

  Example: Reids Wholesale in Region #1100 needs 20 cartons (10 cartons of each KS styles and 5 cartons of each 100s styles).

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Region	Account #	Account Name	City	State	Public Warehouse #	SALEM 85 (24194)	SALEM 100s (24195)	SALEM Lt (24196)	SALEM Lt 100 (24197)	Total Cartons
1100	215111	Reids Wholesale	Putman	ME	040	10	10	5	5	20

NOTE: Access an entry of information must be handled at ROU level only. G:/drive entries must be saved prior to exiting G:/drive spreadsheets.

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- Winston-Salem will calculate carton totals into case equivalents by direct account and region in addition to entering allocations by direct account for the entire drive period. Product will then be deployed to the respective public warehouses on the dates specified in the attached program details

- Total number of 40-pack displays for each drive period will need to be communicated to your Area Manager of Operations following the same product entry due date of July 9, 1997.

ccd

Attachment

c: T. M. Coleman
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